

ORDER



Orders
Order / Rev: 718752
Alt Order #: 06355293
Product Desc: GRAVES FOR CONGRESS
Estimate: GRAVES FOR CONGRESS
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: GRAVES/J/D/CONGRESS
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	53	\$37,015.00	\$31,462.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$37,015.00	\$31,462.75	0.00
Totals	53	\$37,015.00	\$31,462.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/01/12	10/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	1---1--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1---1--			2		\$150.00		0.00				
N 2	KARE	10/01/12	10/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$990.00	P-4	0.00	NM	5	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	11111--			5		\$990.00		0.00				
N 3	KARE	10/01/12	10/05/12	Today Show Today Show	CM	7-9a	12121--	:30	7	\$425.00	P-2	0.00	NM	7	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	12121--			7		\$425.00		0.00				
N 4	KARE	10/06/12	10/06/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$400.00		0.00				
N 5	KARE	10/01/12	10/03/12	M-F 1-2p Rachel Ray	CM	1P-2P	1-1----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1-1----			2		\$100.00		0.00				
N 6	KARE	10/02/12	10/04/12	M-F 2-3p The Doctors	CM	2P-3P	-1-1---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-1---			2		\$150.00		0.00				

Order / Rev: 718752
 Alt Order #: 06355293
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: GRAVES/J/D/CONGRESS
 Product Desc: GRAVES FOR CONGRESS
 Estimate: GRAVES FOR CONGRESS
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KARE	10/01/12	10/05/12	M-F 3-4p DR OZ	CM	3-4p	11- 11--	:30	4	\$380.00	P-4	0.00	NM	4	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	11- 11--		4				\$380.00		0.00			
N 8	KARE	10/01/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5P	1- 1- 1--	:30	3	\$990.00	P-4	0.00	NM	3	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	1- 1- 1--		3				\$990.00		0.00			
N 9	KARE	10/02/12	10/04/12	M-F 4-430p KARE 11 4 News	CM	4-430P	- 111---	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- 111---		3				\$175.00		0.00			
N 10	KARE	10/01/12	10/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11111--	:30	5	\$585.00	P-2	0.00	NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	11111--		5				\$585.00		0.00			
N 11	KARE	10/01/12	10/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	11111--		5				\$700.00		0.00			
N 12	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$600.00		0.00			
N 13	KARE	10/01/12	10/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	11111--		5				\$1,000.00		0.00			
N 15	KARE	10/01/12	10/01/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$3,000.00		0.00			
N 16	KARE	10/03/12	10/03/12	Prime Political Program Prime Political Program	CM	Prime Political Pro- (8:00 PM-10:00 PM)	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$2,500.00		0.00			
N 17	KARE	10/05/12	10/05/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$1,500.00		0.00			
N 18	KARE	10/02/12	10/04/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- 1- 1---	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- 1- 1---		2				\$1,400.00		0.00			
N 19	KARE	10/03/12	10/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-- 111--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-- 111--		3				\$350.00		0.00			
Totals													53	\$37,015.00	